

Message Text

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62

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
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R 162027Z JUN 75
FM AMEMBASSY BUENOS AIRES
TO USDOC WASHDC
INFO SECSTATE WASHDC 1528

UNCLAS BUENOS AIRES 4060

E.O. 11652: N/A

TAGS: BEXP, BBAL, AR

SUBJ: COMMERCE ANTI-RECESSION EXPORT CAMPAIGN

REF: A-2778, APR 21, 1975; STATE 134740

1. THE FOLLOWING INDUSTRIAL SECTORS, LISTED AS RECESSION
"HIT" IN REF B) HAVE SHORT AND MEDIUM-TERM POTENTIAL
FOR ABSORBING ADDITIONAL IMPORTS OF U.S. PRODUCTS:
TEXTILE MACHINERY; METAL WORKING MACHINES AND
MACHINE TOOLS; POWER GENERATING AND DISTRIBUTING
EQUIPMENT. OTHERS LISTED HOLD TITTLE OR NO
POTENTIAL. THE LATTER TWO SECTORS ARE SUBJECT TO
"CAMPAIGN" TREATMENT IN THIS EMBASSY'S FY -75 AND 76 CCP'S.
THE TEXTILE SECTOR WAS THE SUBJECT OF A CAMPAIGN IN FY-75.

2. HIGHLIGHTS OF THE POST'S PROMOTIONAL EFFORTS FOR FY-76
FOR POWER EQUIPMENT AND MACHINE TOOLS ARE THE PARTICIPATION
OF U.S. FORMS AND LOCAL REPRESENTATIVES OF U.S. FIRMS IN
A MACHINE TOOL SHOW TO BE HELD IN BUENOS AIRES IN MAY 1976,
AND STAGING OF FOREING BUYERS GROUP VISIT FOR DECISION-
MAKERS OF LOCAL ELECTRIC UTILITIES NOW SCHEDULED FOR
1ST QUARTER OF FY 76. IF MANPOWER RESOURCES ARE NOT
FURTHER DRAWN DOWN HERE IN THE INTERIM, POST COULD
ORGANIZE AND WOULD STRONGLY RECOMMEND A TEXTILE EQUIPMENT TRADE
MISSION TO ARGENTINA DURING THE FIRST TWO QUARTERS OF FY-76
(POST HAD SUGGESTED THIS EVENT FOR BOTH FY-75 AND FY-76
CCP'S, BUT RECOMMENDATION NOT ACCEPTED BECAUSE USDOC
LACKED RESOURCES TO ORGANIZE).

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3. WE REALIZE USDOC MAY NOT NOW HAVE THE RESOURCES TO ORGANIZE SUCH AN EVENT EITHER. IF THE INDUSTRY IS IN SERIOUS STRAITS, PERHAPS THEIR INDUSTRY ASSOCIATION COULD BE PERSUADED TO SPONSOR, ORGANIZE AND FUND SUCH A MISSION, TO INCLUDE OTHER LA COUNTRIES AS A MEANS OF STIMULATING INCREASED SALES. MONTLLOR

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